

Serial No. 10/020,248

IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please ADD claim 20 and AMEND the claims in accordance with the following:

1. (currently amended) A marketing method for promoting to users, on a network, sales of product groups including a first product group that a first provider provides and a second product group that a second provider provides, the marketing method comprising including:

~~a product storage step of storing product information including first product information that includes a product name and a product attribute relating to the each first products-product included in the first product group, and second product information that includes a product name and a product attribute relating to the each second products-product included in the second product group;~~

~~a product selection acceptance step of accepting selection of a first product in the first product group in which a user takes an interest;~~

~~an intention storage step if the user has selected any first product, of assigning a correspondence between and storing the first product information relating to said first product[,] and a first user identifier by which the first provider identifies the user if the user has selected any product in the first product group;~~

~~a product reworking step, based on the first product information relating to said first product and the second product information, of reworking the first product information relating to said first product, into second product information relating to any second product having relevancy to said first product reading out, from the stored second product information, second product information that includes the product attribute related to said first product and that includes a product name different from the product name of said first product; and~~

~~a first provision step of providing the read out second product information on said second product, obtained in said product reworking step, to the user identified with the first user identifier.~~

2. (currently amended) The marketing method set forth in claim 1, further including

Serial No. 10/020,248

~~comprising: a second provision step of~~

~~providing to the second provider the read out second product information obtained in said product reworking step; and the first user identifier to the second provider.~~

3. (currently amended) The marketing method set forth in claim 1 ~~claim 2~~, further comprising including:

~~a first user reworking step of reworking/modifying~~ the first user identifier into a second user identifier by which the second provider identifies the user; and

~~wherein said second provision step provides the second user identifier to the second provider instead of the first user identifier.~~

providing the read out second product information and the second user identifier to the second provider.

4. (currently amended) The marketing method set forth in claim 3, wherein said assigning further comprises: ~~wherein said intention storing step, if~~

determining whether the user has selected said second product based on the read out second product information ~~provided in said;~~ and first provision step;

~~assigns~~ assigning and storing a correspondence between and further stores said second product information relating to said second product ~~[[,]]~~ and said the second user identifier.

5. (currently amended) The marketing method set forth in claim 3, further comprising including:

~~a purchase acceptance step of accepting from the user, based on the first user identifier, an instruction to purchase said second product, originating from the second product information provided in said first provision step; and~~

~~a settlement process step of carrying out a payment process for said second product, utilizing the second user identifier corresponding to the first user identifier.~~

6. (currently amended) The marketing method set forth in claim 5, further comprising wherein:

Serial No. 10/020,248

~~the product groups further include~~ storing third product information that includes a product name and a product attribute relating to each product in a third product group provided by a third provider; and

reading out, if second product is accepted and purchased, from the stored third product information, third product information that includes the product attribute related to said second product and said first product and includes a product name that is different from the product name of said first product and said second product.

~~a third product group that a third provider provides; said product storage step further stores third product information relating to the third products included in the third product group; and if in said purchase acceptance step an instruction to purchase said second product has been accepted, said product reworking step, based on the second product information relating to said second product and the third product information, reworks the second product information relating to said second product, into third product information relating to any third product having relevancy to said second product.~~

7. (currently amended) The marketing method set forth in claim 6, further comprising: including a third provision step of

providing to the third provider the third product information obtained in said product reworking step, and the first user identifier to the third provider.

8. (currently amended) The marketing method set forth in claim 6, further comprising:

including a second user reworking step of reworking, modifying the first user identifier into a third user identifier by which the third provider identifies the user; wherein and

said third provision step provides the third user identifier to the third provider instead of the first user identifier providing the third product information and the third user identifier to the third provider.

9. (currently amended) The marketing method set forth in claim 2, further comprising: including

an alteration step of accepting, according to a request from the second provider, a

Serial No. 10/020,248

change in the second product information provided to the user ~~in said first provision step.~~

10. (currently amended) The marketing method set forth in claim 1, further comprising including:

~~a request acceptance step of accepting a request for provision of the first product information stored([,]) in an assigned correspondence with said first user identifier, in said intention storage step; and~~

~~an iterative execution step of iteratively executing providing the read out second product information related to said second product obtained in said product reworking step, to the user identified with the first user identifier said first provision step whenever there is a said request; and a termination step of ending said iterative execution step.~~

11. (currently amended) The marketing method set forth in claim 2, further comprising:

~~including a provider selection acceptance step of accepting, from the user, selection of a provider in which the user takes an interest; and wherein in said product reworking step,~~

~~converting first product information for products, in said first product group relating to said first product is reworked into second product information for second products, in said second product group that the selected provider handles provides, among any second products whereby second product information includes the product attribute related to said first product and includes a product name that is different from the product name of said first product having relevancy to said first product.~~

12. (currently amended) The marketing method set forth in claim 2, wherein said assigning further comprises wherein:

~~said intention storage step further stores, storing in correlation with the first product information and the first user identifier, user information relating to the user; and~~

~~said second provision step further provides providing the user information to the second provider.~~

Serial No. 10/020,248

13. (currently amended) The marketing method set forth in claim 12, further ~~comprising~~including:

~~a disclosure level setting step of setting a disclosure level at which the user information is provided to the second provider in said second provision step; and~~

~~a user information reworking step of reworking providing, according to the disclosure level, the user information provided to the second provider.~~

14. (currently amended) A marketing method for promoting on a network sales of product groups including a first product group that a first provider provides and a second product group that a second provider provides, the marketing method ~~comprising~~including:

~~a product storage step of storing product information including first product information that includes a product name and a product attribute relating to each the first products product included in the first product group, and second product information that includes a product name and a product attribute relating to each the second products product included in the second product group;~~

~~a product selection acceptance step of accepting selection of a first product in the first product group in which a user takes an interest;~~

~~an intention storage step if the user has selected any first product, of assigning a correspondence between and storing the first product information relating to the selected first product[[,]] and a first user identifier identifying the user if the user has selected any product in the first product group;~~

~~a first user reworking step of reworking modifying the first user identifier into a second user identifier by which the second provider identifies the user; and~~

~~a second provision step of providing to the second provider the first product information relating to said first product; and the second user identifier to the second provider.~~

15. (currently amended) A marketing device for promoting on a network sales of product groups including a first product group that a first provider provides and a second product group that a second provider provides, the marketing device ~~comprising~~including:

~~product storage means for storing product information including first product information that includes a product name and a product attribute relating to each the first products product~~

Serial No. 10/020,248

included in the first product group, and second product information that includes a product name and a product attribute relating to each the second products product included in the second product group;

~~product selection acceptance means for accepting selection of a first product in the first product group in which a user takes an interest;~~

~~intention storage means for, if the user has selected any first product, assigning a correspondence between and storing the first product information relating to the selected first product[[,]] and a first user identifier identifying the user if the user has selected any product in the first product group;~~

~~product reworking means, based on the first product information relating to said first product and the second product information, for means for reading out from the stored second product information, second product information that includes the product attribute related to said first product and that includes a product name different from the product name of said first product reworking the first product information relating to said first product, into second product information relating to any second product having relevancy to said first product; and~~

~~first provision means for providing the read out second product information, obtained by said product reworking means, to the user identified with the first user identifier.~~

16. (currently amended) An apparatus, comprising: computer storage storing product groups including a first product group that a first provider provides and a second product group that a second provider provides; and product for making a computer function as a marketing device for promoting on a network sales of product groups including a first product group that a first provider provides and a second product group that a second provider provides, the computer product for making the computer function as:

a controller controlling the apparatus according to a process comprising:

~~product storage means for storing product information including first product information that includes a product name and a product attribute relating to each the first products product included in the first product group, and second product information that includes a product name and a product attribute relating to each the second products product included in the second product group,[[,]]~~

~~product selection acceptance means for accepting selection of a first product in the first product group in which a user takes an interest,[[,]]~~

~~intention storage means for, if the user has selected any first product, assigning a~~

Serial No. 10/020,248

correspondence between and storing the first product information relating to the selected first product~~[[,]]~~ and a first user identifier identifying the user if the user has selected any product in the first product group, [[:]].

~~product reworking means, based on the first product information relating to said first product and the second product information, for reworking reading out, from the stored second product information, second product information that includes the product attribute related to said first product and that includes a product name different from the product name of the first product information relating to said first product, into that second product information which relates to any second product having relevancy to said first product[[:]] and~~

~~first provision means for providing the read out second product information, obtained by said product reworking means, to the user identified with the first user identifier.~~

17. (currently amended) A computer-readable recording medium on which is recorded a marketing program for promoting to users, on a network, sales of product groups including a first product group that a first provider provides and a second product group that a second provider provides, the computer-readable recording medium on which is recorded, the program causing a computer to perform a marketing program for executing:

~~a product storage step of storing product information including first product information that includes a product name and a product attribute relating to each the first products product included in the first product group, and second product information that includes a product name and a product attribute relating to each the second products product included in the second product group;~~

~~a product selection acceptance step of accepting selection of a first product in the first product group in which a user takes an interest;~~

~~an intention storage step if the user has selected any first product, of assigning a correspondence between and storing the first product information relating to said first product, and a first user identifier by which the first provider identifies the user if the user has selected any product in the first product group;~~

~~a product reworking step, based on the first product information relating to said first product and the second product information, of reworking reading out from the stored second product information, second product information that includes the product attribute related to~~

Serial No. 10/020,248

~~said first product and that includes a product name different from the product name of the first product information relating to said first product; into second product information relating to any second product having relevancy to said first product; and~~

~~a first provision step of providing the read out second product information on said second product, obtained in said product reworking step, to the user identified with the first user identifier. As recording media herein, flexible disks, hard disks, semiconductor memory, CD-ROMs, DVDs, magneto-optical disks (MOs) and others that a computer can read may be cited.~~

18. (withdrawn) A user-operated computer comprising: a network-connection means for communicatively connecting the computer to a network, wherein the computer is connected to the marketing device set forth in claim 15 for promoting on a network sales of a product group including first products that a first provider provides and second products that a second provider provides; a receiving means for receiving from the marketing device second product information relating to second products relevant to first products in which the user takes an interest; and offering means for outputting, as information relating to suggested products, the second product information received from said receiving means. The present invention is applicable to computers that the users aforementioned in the first invention operate.

19. (withdrawn) For promoting on a network sales of a product group including first products that a first provider provides and second products that a second provider provides, an information acquisition device that the second provider uses, comprising: a network-connection means for communicatively connecting the information acquisition device to a network, wherein the information acquisition device is connected to a computer for executing the marketing method set forth in claim 2; an acquisition means for acquiring from the computer a first-user identifier for designating a first user taking an interest in a said first product, and second product information relating to a said second product having relevancy to the said first product; and output means for outputting the first-user identifier that said acquisition means has acquired, and the second product information.

20. (new) A marketing method promoting to users, on a network, sales of product groups including a first product group that a first provider provides, a second product group that

Serial No. 10/020,248

a second provider provides, and a third product group that a third provider provides, the marketing method comprising:

- storing product information including a product name and a product attribute relating to each product included in the first product group, the second product group, and the third product group;

- accepting selection of a product in which a user takes an interest;

- assigning a correspondence between and storing the product information relating to said product, and a user identifier by which the provider identifies the user if the user purchases the product;

- storing at least one of a purchase date and a quantity purchased;

- utilizing the purchase date and the quantity purchased of the product purchased to determine and store a preference of the user with respect to products in the first product group, the second product group, and the third product group;

- reading out product information from the first, second, and third product groups, based on the preference and the stored product information, the product information that includes the product attribute related to said product and that includes a product name that is different from the product name of said product; and

- providing the read out product information to the user identified with the user identifier.